



Virginia Green Lodging Profile:



Crowne Plaza Richmond West Richmond, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

Crowne Plaza

Green Statement: We went green to "to help the environment, to cut down on waste in landfills, and to maintain a working relationship with the state."

CORE ACTIVITIES for Lodging

"☑" This symbol indicates a required activity for Virginia Green Lodging facilities. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Crowne Plaza** can expect the following practices:

☑ **Optional Linen Service.** Virginia Green Lodging facilities must have some sort of system in place that allows guests to not have their sheets and towels changed every day. This facility pledges that they:

- Have signage in each guest room explaining the linen reuse procedures
- Change linens only upon request
- Train house cleaners on process for optional linen service
- Track optional linen participation rate
- Purchase water and energy efficient washers and dryers
- Use non-phosphate, non-toxic, and biodegradable laundry detergents
- Minimize use of bleach and chlorinated chemicals
- Use and "ozone laundry system" that greatly minimizes need for detergent and saves water

☑ **Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: glass, plastic, aluminum, office paper, toner cartridges, newspaper, cardboard
- Provide clearly marked recycling bins or convenient drop-off locations for guests
- Track overall solid waste costs
- Use bulk soap dispensers instead of individual soaps
- Instruct housekeeping to save and reuse unopened items
- Recycle fryer grease and/or filter grease prior to recycling
- Donate excess food from events
- Compost food waste and other compostables
- Have an effective food inventory control to minimize waste

- When disposable containers are used, they are made from bio-based materials or recycled content
- Use reusable dishware and glassware, and minimize use of disposables
- Use cloth napkins
- Provide condiments, cream and sugar, etc. in bulk
- Use water pitches and filtered water to minimize the use of single-use bottles
- Purchase locally grown vegetables
- Use bulk soap dispensers in public restrooms
- Purchase recycled-content paper towels and toilet paper
- Remove facility and staff names from junk mail lists
- Reuse scrap paper for notes
- Reuse or donate shipping and packing supplies
- Use refillable pens and toner cartridges
- Purchase recycled paper with a high percentage recycled content
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Use reused building materials or those from sustainable sources
- Use latex paints
- Re-use paint thinners
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use integrated pest management (IPM)
- Minimize the use of pesticides and herbicides

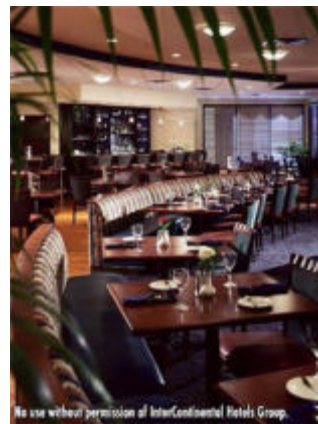


☒ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Have low flow toilets
- Use microfiber technology mops
- Have an effective landscape management plan which utilize drought tolerant species

☒ **Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities
- Have a numeric goal of how much they want to reduce their energy usage over time
- Use:
 - compact fluorescent light bulbs in all rooms and in canned lighting
 - LED Exit Signs
 - high efficiency fluorescent ballasts and lamps (T5s and T8s)
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Have individual thermostats for each room/area
- Have installed additional insulation
- Use natural lighting
- Use lighting sensors to turn on/off lights
- Purchase EnergyStar-rated computers, copiers, and appliances
- Installed EnergyStar rated windows and doors
- Use EnergyStar's Benchmarking Tools for the Hospitality Industry



- Adopted a policy to turn off lights, fans, computers, etc when not in use

- ☒ **Green Events Package.** The facility must offer a “green” or “environmentally-friendly” package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided. This facility pledges that they:
 - Provide recycling bins

For more information on **Crowne Plaza Richmond West**, see www.crowneplaza.com/richmondva or contact **Teresa Schwartz** at teresa.schwartz@columbiasussex.com or **804-289-6210**.

For more information on *Virginia Green Lodging* program, see www.deq.virginia.gov/p2/lodging or go to www.viriniagreentravel.org.



Virginia Green Lodging program is a supporting partner of *Virginia Green*, the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

